



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

October 6, 2022

Christina M. Swick
Agent for Colgate-Palmolive Company
Colgate-Palmolive Company
300 Park Avenue
New York, NY 10022
cswick@lewisharrison.com

Subject: PRIA Label Amendment – Adding Efficacy Claims and Alternate Brand Names
Product Name: Sparkling Citrus Fabuloso Complete Antibacterial Multi-Purpose Cleaner
EPA Registration Number: 4582-74
Received Date: 02/24/2022
Action Case Number: 00341712

Dear Ms. Swick:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Terria Northern via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Marcel Howard". The signature is fluid and cursive, written over a light blue horizontal line.

Marcel Howard, Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Accepted label

**SPARKLING CITRUS FABULOSO® COMPLETE ANTIBACTERIAL
MULTI-PURPOSE CLEANER**

[Alternate Brand Names:

Fabuloso Complete Sparkling Citrus Antibacterial Cleaner

Fabuloso Complete Antibacterial Sparkling Citrus

Sparkling Citrus Fabuloso Complete Antibacterial

Fabuloso Antibacterial Sparkling Citrus

Sparkling Citrus Fabuloso Antibacterial

Fabuloso Sparkling Citrus Antibacterial Cleaner

Fabuloso Antibacterial Sparkling Citrus

Fabuloso Antibacterial

Lavender Fabuloso Antibacterial

Fabuloso Antibacterial Lavender

Fabuloso Antibacterial Pine

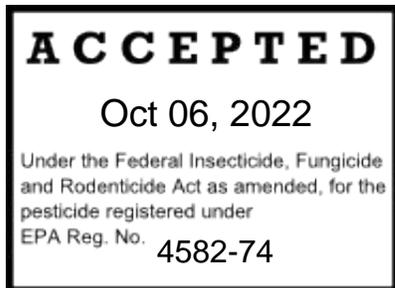
Pine Fabuloso Antibacterial

Fabuloso Antibacterial Grapefruit

Fabuloso Antibacterial Fresh

Grapefruit Fabuloso Antibacterial

Fresh Fabuloso Antibacterial]



ACTIVE INGREDIENT: L(+)-LACTIC ACID.....2.00%
INERT INGREDIENTS:.....98.00%
TOTAL.....100.00%

Kills 99.9% of viruses and bacteria.⁷ [KILLS 99.9% OF VIRUSES AND BACTERIA.⁷]

KEEP OUT OF REACH OF CHILDREN.

CAUTION: See back panel for additional precautionary statements. [SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS]

[Insert net contents here]

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

For visibly soiled surfaces, preclean surfaces before sanitizing or disinfecting.

To clean and sanitize hard, non-food, non-porous surfaces:

Dilute ½ cup of [insert product name] in a gallon of sterile deionized water and apply to surfaces with a mop, cloth or sponge.

-or-

Apply [insert product name] directly to surfaces [with a mop, cloth or sponge.] [or] by (trigger) (sprayer). Spray 6-8 inches from the surface with 4 pumps or until visibly wet.]

Leave on surfaces for at least 5 minutes. No rinsing required.

To clean and disinfect hard, non-food, non-porous surfaces:

[note to Reviewer: directions for when the user dilutes product prior to spraying]

Dilute 1 part [insert product name] with equal parts tap water and apply to surfaces by (trigger) (sprayer). Spray 6-8 inches from the surface with 4 pumps or until visibly wet. Leave on surfaces for at least 10 minutes. Wipe with a cloth or sponge. Repeat as necessary.

[-or-] [note to Reviewer: directions for when user applies product neat by spray]

[Apply [insert product name] directly to surfaces by (trigger) (sprayer). Spray 6-8 inches from the surface with 4 pumps or until thoroughly wet. Leave on surfaces for at least 10 minutes. Wipe with a cloth or sponge. Repeat as necessary.]

STORAGE AND DISPOSAL: Store in a cool, well-ventilated area inaccessible to small children and pets. Non-refillable container. Do not re-use or refill this container. Offer for recycling if available or discard in the trash.

PRECAUTIONARY STATEMENTS:

Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes and clothing. Do not spray towards eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

DO NOT SWALLOW. DO NOT HEAT.

Physical or Chemical Hazards: Do not mix with other household cleaners to avoid irritating fumes.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

For general information on product use, etc., call the National Pesticides Information Center at 1-800-858-7378. You may also contact the poison control center at 1-800-222-1222 for emergency medical treatment information.

[-or-]

For any product questions contact 1-800-443-0602.

EPA Reg. No. 4582-74

EPA Est. No. 4582-MEX-01 [4582-OH-01]

<Insert Colgate-Palmolive Company logo: see Appendix B>

Dist. by: [Manufactured by:]

Colgate-Palmolive Company

300 Park Avenue

New York, NY 10022 U.S.A.

<Insert Question box: See Appendix B>

1-800-443-0602

www.fabuloso.com

[Made in Mexico]

LOT CODE: [The product lot code is lasered on the back panel of the bottle below the label.]

[Lot No./MFT Date/ EXP Date: See printed on packaging.]

Organism Tables

Sanitization

Bacteria	Strain	Contact Time
<i>Staphylococcus aureus</i>	ATCC 6538	5 minutes ²
<i>Klebsiella pneumoniae</i>	ATCC 4352	5 minutes ²

Disinfection

Bacteria	Strain	Contact Time
<i>Staphylococcus aureus</i>	ATCC 6538	10.0 minutes ³
<i>Salmonella enterica</i>	ATCC 10708	10.0 minutes ³
Virus Enveloped	Strain	Contact Time
SARS-CoV-2 [cause of COVID-19]	USA-WA1/2020	10.0 minutes ³
Respiratory Syncytial Virus	Long, ATCC VR-26	10.0 minutes ³
Influenza A Virus (H1N1)	A/PR/8/34	10.0 minutes ³
Human Coronavirus	229E, ATCC VR-740	10.0 minutes ³
Influenza A Virus (H3N2)	Hong Kong/8/68	10.0 minutes ³

Label Footnotes

¹ On hard, non-porous, non-food surfaces

² When used according to sanitization [sanitizer] directions.

³ When used according to disinfection [disinfectant] directions.

⁴ SARS-CoV-2 on hard, non-porous, non-food surfaces

⁵ Human Coronavirus [229E], Respiratory Syncytial Virus [RSV], Influenza A Virus (H1N1) and (H3N2) on hard, non-porous, non-food surfaces

⁶ Influenza A Virus (H1N1) and (H3N2) on hard, non-porous, non-food surfaces

⁷ *Staphylococcus aureus* [or] [*Staph aureus*, *Salmonella enterica*,] [and] SARS-CoV-2, Human Coronavirus[229E], Respiratory Syncytial Virus [RSV], Influenza A Virus [H1N1] and [H3N2] on hard, non-porous, non-food surfaces

⁸ PRICE PER OUNCE VS[.] BUYING X BOTTLE[s] of XX fl oz]]

⁹ For up to 24 hours

¹⁰ vs. Regular Fabuloso®

¹¹ Allow surfaces to come to room temperature prior to treatment.

Label Symbols

**Staphylococcus aureus* [or] [*Staph aureus*], [and] *Klebsiella pneumoniae* on hard, non-porous, non-food surfaces

**SARS-CoV-2 [and] Human Coronavirus [229E], Respiratory Syncytial Virus, Influenza A Virus (H1N1) and Influenza A Virus (H3N2) on hard, non-porous, non-food surfaces

****Staphylococcus aureus* [or] [*Staph aureus*], [and] *Salmonella enterica* on hard, non-porous, non-food surfaces

[Note to Reviewer: *Klebsiella pneumoniae* will only be used when sanitization claims are on the marketplace label]

« MARKETING CLAIMS »

(Fresh) (Mild) (Clean) (Pleasant)(Amazing) (Joyful) (Sparkling) (Long Lasting)

(Fragrance)(Scent)

(All in 1) (Cleaning Power) (One Step Cleaner)

(Multi Action) (Multi Clean) (Multi Purpose) (Multi Surface)

(Complete) (Easy) (Easy to use) (Effective) (Extreme) (Quick) (Quick & Easy) (Ready to Use)

(Total) (Versatile) (Clean) (Cleaner) (Cleaning) (Degreaser) (Degreases) (Deodorizes)

(Beautiful) (Bright) (Brilliant) (Glistening) (Restores Original Shine) (Restores Original Luster)

(Shine)

(Antibacterial) (Bactericidal) (Bactericide) (Cleaner) (Deodorizer) (Deodorizes)

(Sanitizer) (Sanitize(s)) (Disinfect(s)) (Disinfectant) (Germicide)⁷ (Germicidal)⁷ (formula)

Goodbye germs⁷. Let's Make it Happen.

Multi(-)Surface disinfectant¹

Disinfect around your home¹

Safe for surfaces

(Bonus) (Economy) (Great) (Mega) (Super) (Trial) (Value) (Special) (Pack) (Refill) (Size)

(Bonus x /) (Bonus x fl oz) (x fl oz at x fl oz Price) (x / discount (x / more free) (x fl oz at the

price of x fl oz) (x% more than competitors) (x / more)

A convenient way to (clean) (and) (deodorize) (sanitize)

Advanced (cleaner) (in) (on) ({insert: See Appendix A})

All In One

All purpose cleaner

An effective (cleaner) (and) (sanitizer) on non food contact surfaces in {insert: See Appendix A}

An effective (cleaner) (and) (sanitizer) on non food contact surfaces in the {insert: See Appendix A}

An effective cleaner for use in the {insert: See Appendix A} (and other household areas)

An effective all purpose cleaner (degreaser) (and) (deodorizer)

Antibacterial (Action) (surface cleaner)
(Clean) (deodorize) (sanitize) (with confidence) (confidently)
Clean you can trust¹
Confidence in (cleaning) (deodorizing) (sanitizing)
Contains (powerful) (effective) (fast acting) grease cutters
Contains the most powerful (effective) (fast acting) grease cutters
Convenient ({{insert: See Appendix A}}) (surface) (cleaner)
Complete
Complete Clean
Deodorizes and sanitizes as it cleans²
Effective (cleaner) (in) (on) ({{insert: See Appendix A}})
Effectively works on many hard non porous surfaces
Fabuloso®
Fabuloso® (Complete) (All In One) (Multi-Use) Antibacterial
For a (cleaner) (fresher) (household) (home)
(For a) (deep down) (powerful) (citrus) (lavender) (pine) (grapefruit) (fresh) (clean)
For any hard non porous surface where (bacteria) are a concern
For (everyday) (use) (cleaning) (messes)
For multiple cleaning tasks
For use (in) (on) (the) ({{insert: See Appendix A}}) as a multi purpose cleaner
Good for (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes)
(jobs) (tasks) (chores)
Great for ({{insert: See Appendix A}}) (most indoor and outdoor cleaning tasks) (your toughest household messes)
(Great for) everyday use in ({{insert: See Appendix A}})
(Great for) (everyday cleaning) (multiple cleaning) (and) (for your toughest household messes)
(jobs) (tasks) (chores)
(Great for) use on hard non porous surfaces located in (the) ({{insert: See Appendix A}})
Help protect your home from bacteria* with Fabuloso® Brand products
(Introducing) (new), (New (and) Antibacterial), (New (and) Sanitizing), (Now (with) (Antibacterial)
(Irresistible) (Unmistakable) fragrance (scent)
Keep your ({{insert: See Appendix A}}) clean every day
Leaves a (long lasting⁹) (fresh) (clean) scent (⁹For up to 24 hours)
Multi(-)Purpose Cleaner
No rinse (rinsing) (required)
Non abrasive formula (will not scratch surfaces)
One Step Cleaner
([OVER] XX% in SAVINGS⁸ [⁸PRICE PER OUNCE VS[.] BUYING X BOTTLE[s] of XX fl oz])
Perfect for (use) (in) (on) (the) ({{insert: See Appendix A}})
Powers through (your) (the) (toughest cleaning jobs) (everyday household messes) (jobs)
(tasks) (chores)
Perfect for everyday (use) (in) (on) ({{insert: See Appendix A}})
Powerful (cleaner) (in) (on) ({{insert: See Appendix A}})
Ready to use (kitchen) (and) (bathroom) (cleaner)
Recommended Price
Save XX%
(Spend \$ X) (Save \$ X)
Take care of your home with {insert product name}
Use (in) (on) (the) ({{insert: See Appendix A}})
Use {insert product name} throughout your home
Where to use (in) (on) ({{insert: See Appendix A}})
Works on a wide range of (kitchen) (bathroom) (household) surfaces

« CLEANING & DEODORIZING CLAIMS »

Advanced cleaning power [formula]

Antibacterial cleaning action on hard non porous surfaces (in the) (for) ({insert: See Appendix A})

Cleans (and sanitizes²) (kitchens] (and) (bathrooms) (restrooms)

Cleans (and sanitizes²) hard non porous surfaces in kitchens and bathrooms

Cleans and sanitizes² (kitchens) (and) (bathrooms) (restrooms)

Cleans and sanitizes most (washable) hard non porous (kitchen) (bathroom) (restroom) surfaces²

Cleans and sanitizes non-food contact surfaces²

Clean (s) (sanitize(s)) and remove(s) offensive odors from ({insert: See Appendix A})²

Cleans counters

Cleans everyday kitchen and bathroom messes

Cleans grease (fast) (quickly)

Cleans greasy dirt soap scum and bathroom soils

Cleans grime in kitchens (and) (bathrooms) (restrooms) (fast)

Cleans kitchen and (bathroom) (restroom) surfaces

Cleans kitchen bathroom and household grime and soils (fast)

Cleans on contact

Cleans the toughest soils

Cleans (tough) (everyday) (dirt and grime) ({insert: See Appendix A})

Cleans tough messes fast

Cleans tough soap scum

Cleans without bleaching

Complete Clean

Contains no phosphates

Controls grease (fast) (quickly)

Cuts through grease

Cuts grease (fast) (quickly)

Cuts greasy dirt and soap scum and bathroom soils

Cuts grime in kitchens and (bathrooms) (restrooms) (fast)

Cuts kitchen bathroom and household grime and soils (fast)

Cuts through tough grease (and grime) (without streaking) (and)

Cuts through tough kitchen (and) (bathroom) (restroom) (grease) (grime) (and) soils

Cuts tough grease (and grime) (without streaking)

Cuts tough soap scum

Cuts (tough) grease (and grime)

Cuts tough grease (and grime))

Disintegrates (grease) (soap scum) (lime scale) (on contact)

Dissolves grease (fast) (quickly)

Dissolves (tough) ({insert: See Appendix A})

Easily cuts (through) (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily dissolves (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Easily wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})

Effective - cleans soap scum

Effortlessly cleans (stubborn) stains

Effortlessly cleans the following ({insert: See Appendix A})

Effortlessly eliminates the following ({{insert: See Appendix A}})
Effortlessly removes the following ({{insert: See Appendix A}})
Eliminates the toughest soils
Eliminates tough ({{insert: See Appendix A}})
Eliminates (tough) grease (and grime)
Eliminates tough odors (left behind) (from) (pets) (smoke) (cooking)
Eliminates tough soap scum
Fabuloso® [Insert Product Name] is an all in one cleaner that can be used [on] for floors, walls, bathroom[s], living room[s] and almost every (non-porous) hard surface
For (many) hard non porous (kitchen) (bathroom) (restroom) surfaces
Freshens ({{insert: See Appendix A}})
Gives you multiple cleaning actions - (removes) (eliminates) (cuts through) ({{insert: See Appendix A}})
Grease cleaning power
Keep your (shower) (tub) clean
Keep your (shower) (tub) free from soap scum
Leaves ({{insert: See Appendix A}}) (surfaces) (clean) (deodorized)
Leaves your ({{insert: See Appendix A}}) with a fresh clean scent
Make soap scum (disintegrate away) (dissolve)
Multi(-)action formula for a deeper clean ¹⁰ (¹⁰ vs. Regular Fabuloso®)
Multi(-)Purpose Cleaner
Non food contact surface sanitizing cleaner
One step cleaning and sanitizing
Phosphate free
Powerful all purpose cleaner
Powerful cleaning action
Powerful grease cutter
Powerful soap scum remover
Powers away tough grease (and grime)
Powers away tough soap scum
(Powers through) (cuts) (cleans) (tough) (household) (messes) (including (kitchen) (grease) (and) (grime)
Powers through even your toughest messes in the kitchen and bathroom
Powers through (soap scum) (and) (grease)
Powers through (tough) (grease) (and) (soap scum)
Powers through (tough) grease (and grime)
Powers through tough messes including kitchen grease & grime) (and) (bathroom soils like soap scum)
(Powers through) (tough on) (wipes out) odor
Quick cleaning (in) (on) (the) ({{insert: See Appendix A}})
Quickly cleans (stubborn) stains
Quickly cleans the following ({{insert: See Appendix A}})
Quickly cuts (tough) (the toughest) (stubborn) ({{insert: See Appendix A}})
Quickly degreases and deodorizes
Quickly destroys (tough) (the toughest) (stubborn) ({{insert: See Appendix A}})
Quickly dissolves (tough) (the toughest) (stubborn) ({{insert: See Appendix A}})
Quickly eliminates (foul) (filthy) (lingering) (food) odors
Quickly eliminates (stubborn) stains
Quickly eliminates the following ({{insert: See Appendix A}})
Quickly removes (foul) (filthy) (lingering) (food) odors
Quickly removes (stubborn) stains
Quickly removes the following ({{insert: See Appendix A}})

Quickly removes (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly powers away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly powers through (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Quickly wipes away (tough) (the toughest) (stubborn) ({insert: See Appendix A})
Removes limescale
Removes soap scum
Removes tough ({insert: See Appendix A})
Removes (tough) (everyday) (dirt and grime) ({insert: See Appendix A})
Removes tough odors (left behind) (from) (pets) (smoke) (cooking)
Removes tough soap scum
(Removes) (eliminates) (neutralizes) (offensive) odors (from) (pets) (smoke) (cooking)
Sparkling clean
Starts cleaning on contact
Surface cleaner with antibacterial formula
The smell of (Fabuloso®) clean
Thoroughly cleans surfaces throughout the ({insert: See Appendix A})
Tough on greasy soils
Uniquely formulated to remove tough grease and grime
Use (this product) (throughout your home) to clean ({insert: See Appendix A})
Wipes away everyday grease and grime
Wipes away tough grease (and grime) (without streaking)
Wipes away tough soap scum

« SANITIZING CLAIMS - Hard, non porous, non food contact surfaces »

Cuts tough grease and grime and kills 99.9% of bacteria* in the (kitchen) (bathroom) Eliminate(s)
99.9% of (household) bacteria*
Eliminate(s) 99.9% of (kitchen) (bathroom) (household) (odor causing) bacteria*
Eliminate(s) 99.9% of bacteria*
Eliminate(s) 99.9% of bacteria* commonly found in the (kitchen) (bathroom)
Eliminate(s) 99.9% of (kitchen) (and) (bathroom) (household) bacteria* (sanitizer)
Great for use as a non food contact surface sanitizer in ({insert: See Appendix A})
Kills 99.9% of bacteria* and leaves a long lasting scent.
99.9% of (household) bacteria*
Kills 99.9% / of the following household bacteria commonly found (in) (kitchens) (bathrooms)
(around the home) on hard non porous surfaces (*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)
Kill(s) 99.9% of bacteria* commonly found in the (kitchen) (bathroom)
(Kill(s)) (eliminate(s) 99.9%) bacteria* (for a deep down clean)
Kill(s) 99.9% of (kitchen) (and) (bathroom) (household) bacteria* (sanitizer)
Kill(s) (kitchen) (bathroom) (household) (odor causing) bacteria*
Sanitize(s) (and deodorize(s)) hard non porous surfaces throughout your ({insert: See Appendix A})
Sanitizes as it cleans²
Sanitize(s) hard non porous surfaces (kitchens and bathrooms)
Sanitize(s) non food contact surfaces
Sanitize(s) ({insert: See Appendix A}) (non food contact) surfaces
Sanitize(s) without bleaching
This product is a sanitizer for hard non-porous non food contact surface areas against
(*Staphylococcus aureus*) (and) (*Klebsiella pneumoniae*)
Versatile and convenient sanitizer for hard non porous surfaces

« DISINFECTING CLAIMS - Hard, non porous, non food contact surfaces »

(Cuts tough grease and grime and) disinfects and kills 99.9% of germs⁷ in the (kitchen) (bathroom) [Office][Floors][Counters][Sinks][Bathtub][Shower][Toilet]

Disinfect(s) and kill(s) 99.9% of germs⁷

Disinfect(s) (and deodorize(s)) hard non porous surfaces throughout your ({insert: See Appendix A})

Disinfects as it cleans³

Kills bacteria*** [while it cleans]

Leaves surfaces clean and disinfected

Disinfect(s) hard non porous surfaces (kitchens and bathrooms)

Disinfect(s) non food contact surfaces

Disinfect(s) ({insert: See Appendix A}) (non food contact) surfaces

Disinfect(s) without bleaching (*document composition*)

Effective against SARS-CoV-2 virus (COVID-19).

[Effective against] [Disinfect(s)] [Kill(s)] [99.9%] SARS-CoV-2 [virus]

[Effective against] [Disinfect(s)] [Kill(s)] [99.9%] SARS-CoV-2 virus, the cause of COVID-19

Effective against SARS-CoV-2 (COVID 19 virus)

[Effective against] [Disinfect(s)] [Kill(s)] [99.9%] SARS-CoV-2 [virus]

[Effective against] [Disinfect(s)] [Kill(s)] [99.9%] SARS-CoV-2 virus, the cause of COVID-19

Eliminate(s) 99.9% of [kitchen] [and] [bathroom] [household] bacteria*** [disinfectant]

Great for use as a non food contact surface disinfectant in ({insert: See Appendix A})

Kill(s) 99.9% of *Staphylococcus aureus* [or] [*Staph aureus*] and *Salmonella enterica*

Kill(s) [99.9% of] Germs⁷

Kills germs⁷

Kills germs⁷ even when diluted

[Kill(s)] [kitchen] [and] [bathroom] [household] bacteria*** [disinfectant]

This product kills [99.9% of] common household germs⁷ to reduce the spread of germs⁷ in high traffic areas¹.

This product kills [99.9% of] common household germs⁷ to reduce the spread in high traffic areas¹.

Kills 99.9% of [household] [germs⁷] [,] [bacteria and viruses⁷]

Kill(s) 99.9% of Germs⁷ [and/or] Viruses** and/or Bacteria*** including the COVID-19 Virus⁴

99.9% Germ⁷ Killer

[Kill(s)] [Eliminate(s)] 99.9% SARS-CoV-2 [causative agent of COVID-19] [the virus that causes COVID-19]

Kill(s) Coronavirus⁴ that causes COVID-19

Kill(s) the virus⁴ that causes COVID-19

Kill(s) Covid-19 Virus⁴

[Kill(s)] [Remove(s)] [Disinfect(s)] [99.9% of] [Bacteria***] [Germs⁷]

Eliminate(s) 99.9% of [Bacteria***] [Germs⁷] [Viruses**][Viruses** & Bacteria***] [from Your] [Surfaces] [Home][House] [Kitchen] [Bathroom] [Office] [Floors] [Counters] [Sinks] [Bathtub] [Shower] [Toilet]

Kill[s] SARS-CoV-2 (COVID 19 virus) (Virus) [on hard non-porous surfaces]

[Proven] [Tested] to Kill Covid-19 Virus⁴

This product (product name) is a broad-spectrum, hard non-porous surface disinfectant that has been shown to be effective against SARS-CoV-2 (COVID-19 virus tested and listed on the label)

This product is a disinfectant for hard non-porous non food contact surface areas against (*Staphylococcus aureus*) and (*Salmonella enterica*)

Versatile disinfectant for hard non porous surfaces

Kills 99.9% of bacteria***, cold and flu and viruses**

Kills [the] [common⁵] Cold and Flu Viruses⁵

Kills [the] [common⁵] [cold] and [flu] viruses⁵

Kills the viruses that cause [the common⁵] cold & flu⁵ [including influenza A virus]

Be Prepared Today for Cold & Flu [Season]

Cold & Flu season must have(s)

Kill [the] Flu Virus⁶ [es] [on Hard, Nonporous] Treated Surfaces]

Helps reduce the spread of [germs⁷] [cold & flu viruses⁵] on hard nonporous surfaces

Kills 99.9% of Flu Viruses⁶

Kills the cold virus[,] [Respiratory Syncytial Virus] [Human Coronavirus [229E]]

Kills [99.9% of] germs⁷ [including cold and flu viruses⁵]

[Kills] [Removes] Influenza A H1N1 and H3N2 on surfaces¹

Kills 99.9% of Influenza A [Flu virus⁵] on Surfaces

Kills 99.9% of SARS-Related Coronavirus 2 [SARS-CoV-2] and cold and flu viruses⁵

[Optional Fragrance Descriptors that may be used depending on the formula selected]

scent

- Lavender [scent]
- [Sparkling] Citrus [scent]
- Pine [scent]
- Grapefruit [scent]
- Fresh [scent]

Appendix A: « SOILS / ODORS / SURFACES / USE SITES »>

Soils / Odors (Graphic - depicting soil)

Bathtub rings
Cooking odors
Crayon / Pencil marks
Dirt (Greasy dirt)
Fingerprints
(Tough) Grease (Splatter)
Grime
Handprints
Heel / Scuff marks
Lime scale
Mud
Oil
Outdoor grime
Pen / Ink marks
Tough soils
Smear (Smudge)
Smoke odors
Soap scum

Surface Types (Graphic – depicting surface type)

Chrome
Copper
Crystal
Enamel
Fiberglass fixtures
Glass
Glazed ceramic
Glazed porcelain
Glazed tile
Linoleum
Metal
Mirror
Plastic laminate
Stainless steel
Tin
Vinyl

Hard Non porous Surfaces (Graphic- depicting surface)

Bathtub (tub)
Bed frame
Cabinet (non wood)
Chair (non wood)
Changing table (non wood)
Computer screen
Crib (non wood)
Diaper pail (non wood)
Door knob (handle)
Exhaust (fan) (hood)

Faucet
Fixture (chrome / stainless steel)
Floor (glazed tile)
Floor (linoleum)
Floor (vinyl) (depicting use site)
Garbage (can) (pail) (container)
Glass
Glass topped furniture
Glazed ceramic tile (surfaces)
Glazed porcelain tile (surfaces)
Grill (Bar B Que) exterior
Highchair (non food contact area)
Light fixture
Metal
Metal blinds
Microwave exterior
Mirror
Non medical (chrome / stainless steel)
Outdoor patio furniture (non wood)
Oven (door)
Painted woodwork
Patio door
Piano keys
Picnic table (non wood)
Plastic laundry (basket) (hamper)
Range hood (stove hood)
Refrigerator / Freezer exterior¹¹
Shelves (drawers)
Shower (door) (curtain) (stall) (area)
Sink (basin)
Storage (area) (room)
Stove (stovetop)¹¹
Table (tabletop)
Telephone
Tires
Toilet bowl exterior (Urinal)
Tools
Workout (Exercise room)

Household Use Sites (Graphic - depicting use site)

Basement
Bathroom
Bedroom
Breakfast room
Den
Dining room
Family room
Garage
Home
House
Household areas
Kitchen

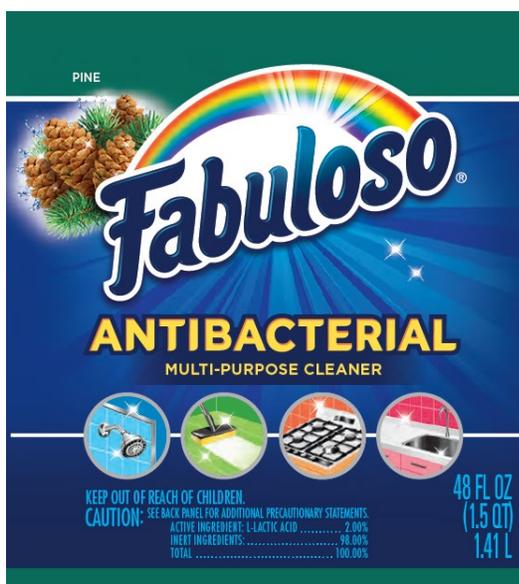
Laundry room
Living room
Library
Mud room
Outdoor area
Study
Storage area
Workout (exercise) room

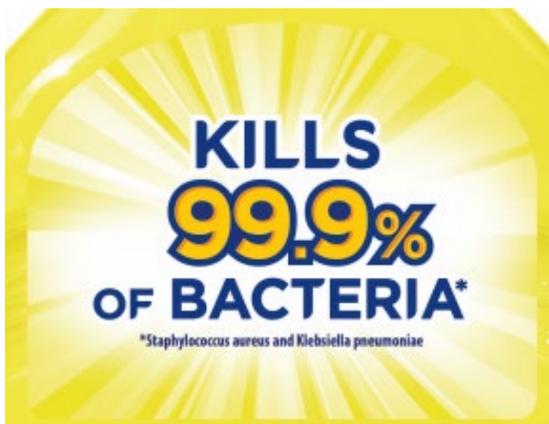
High touch & Professional use sites

Cafeteria
Clinic
Day Care Center
Dental Office
Dining room
Dormitory
Fitness club(s)
Gym(s)
Hotel / Motel
Kitchen
Office Building
Outdoor area
Physician's Office
Rest (area) (stop)
Restaurant
Restroom
School (College)

<<APPENDIX B: PRODUCT LABEL DESIGN DETAIL>>

NOTE: Please refer to PDF for full label design.







[OPTIONAL PRODUCT USAGE ICONS]

Front label:



Side label:



Back label:



Bar Code for Club Sizes



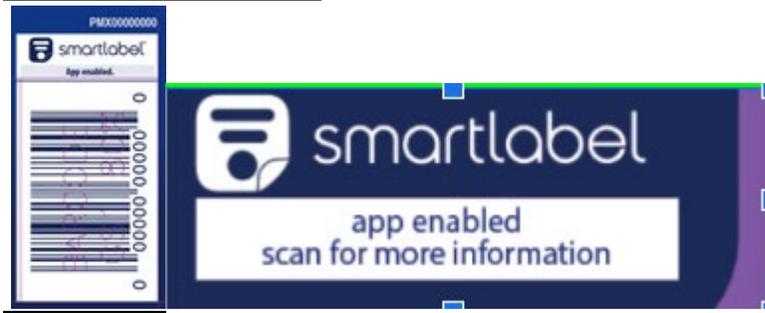
Colgate-Palmolive Company logo



Question box



Smart label and barcode



Smart label background info:

SmartLabel® gives consumers easy and instantaneous access to detailed information about thousands of food, beverage, personal care, household and pet care products. Consumers can find this product information in many ways – smartphone, computer, telephone. Read more at: www.smartlabel.org

Recycling information



Optional Graphics

